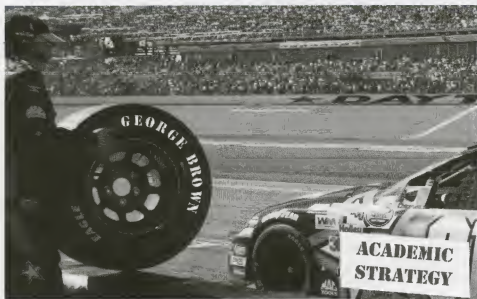


# City College News

A newsletter for staff, faculty and alumni of George Brown College

APRIL 28, 2005 VOL. 22 NO. 8



## Putting wheels under the Academic Strategy

What's happening with the college's new Academic Strategy?

The short answer is "lots."

Since the Task Force submitted its report and recommendation in November 2004, there has been a steady stream of activity, much of it behind the scenes. The board and management committee reviewed the recommendations in detail and both expressed unanimous support and approved immediate implementation. Clearly, the Task Force presented them a convincing case.

College president Anne Sado announced a new Steering Team to guide the implementation of the strategy in early February.

"The successful implementation of the Academic Strategy is among the college's highest priorities for the next three years. I am committed to its success and to ensuring we provide the required support," Sado said.

The new Steering Team consists of 16 members including eight faculty, two support staff and six administrators who all meet on a monthly basis. It has established Working Groups in five priority areas: (1) Teaching Communications and ESL led by Lorraine Trotter; (2) Strengthening Our Liberal Arts Capability led by Georgia Quartaro;

(3) Outcomes-Based Curriculum led by Michael Cooke; (4) Faculty Performance Evaluation led by Nancy Hood; and (5) Improving Systems and Infrastructure led by Maureen Loweth.

The Working Groups are developing specific implementation plans that will be in place by September 2005. Eugene Harrigan confirms that the college has set aside \$1 million in the 2005-06 budget to support the work.

"This team has exceptional talent and commitment," said Michael Cooke, who is chairing the team. "But it's not enough. Our success depends on the willingness of every staff member to take ownership and to get involved as a learning community and figure out how to make good on our commitment."

Cooke says communication about the work is key.

"Many people say that the 1994 Academic Plan simply fell off the college's radar screen."

The Steering Team is planning monthly updates on the work to be posted on <http://insite> so the college community can stay informed and know what to expect. A detailed implementation plan will be published and distributed in September 2005.

## Hard work, determination pay off for KPI's

After a year of rolling up our sleeves and working hard, the college has achieved what it set out to do — made our students happier.

The 2005 Key Performance Indicator (KPI) results show that the proportion of students who are satisfied or very satisfied with their George Brown education went up by 6.7 per cent from last year.

In the 2004 report, 65.9 per cent of students surveyed were satisfied or very satisfied; this year, 70.3 per cent said they are satisfied or very satisfied. This is the highest rating George Brown has scored since the KPI's started in 1999 and our improvements represent the second highest in the college system this year.

The student satisfaction rating is calculated by averaging the scores of four capstone questions related to the student experience.

"Since all four capstone questions improved, we can assume that the student experience in the classroom has been improving and the students believe they are being prepared for their chosen career," said Marjorie McCollm, Director of Academic Excellence.

(continued on page 2)

## More City College News on Insite

For more stories, go to <http://insite> on any computer in the college, click on City College News and find out about:

■ What's been happening Around George Brown

■ Results and photos from the 2nd annual 20-Minute Toronto Makeover

■ The upcoming Celebrating Student Success special

# Bruce Mau sets design sights on the world



Bruce Mau (in black shirt) shows George Brown staff, including president Anne Sado, and guests around the Massive Change exhibition at the Art Gallery of Ontario in mid-April.

By Neil McGillivray

Designers are the new heroes of our television-transfixed world.

Armed with brilliant smiles, acid wit, and swatch books, they invade and transform people's homes, wardrobes and lives.

By altering the surface of things — the colour of paint on our walls, the cut of our clothes, the style of our hair — they promise a time-sensitive salvation.

"I can't believe it!" people squeal in the ecstatic moment of the reveal, when they first see themselves or their rooms recreated by professionals in just a few hours.

Cut to the Art Gallery of Ontario in late April, where Toronto designer Bruce Mau

presents a different perspective on design when he explains the premise behind the Massive Change exhibition.

"Design is about the flow of matter and energy," he says, sounding more like a physics professor than a reality TV host.

Design for Mau doesn't just sit on the surface of things — like a glossy covering — but is an integral part of our human world that affects how we live as individuals and communities. Design defines our future, he says.

Massive Change, moreover, carries the optimistic message that design (which is writ large, incorporating both the "hard" and social sciences) may hold solutions for many of the world's most intractable problems: degradation of the natural environment, and

sufficient, renewable sources of housing, food, clean water, and energy for everyone.

The exhibition, created with the help of 16 George Brown students enrolled in the Institute without Boundaries program, is a compilation of design projects from around the world that seek solutions to basic problems in broad areas such as energy, urbanism, movement, manufacturing, information, wealth and politics.

Working independently from each other, these designers are identifying and tackling the same pressing issues, says Mau.

Visitors to the exhibition see everything from solar roof shingles and mini-cars and read or hear about land reform law in Brazil (which can dramatically reduce poverty levels) to the role that the military plays in civilian research and development.

"Massive Change is not about the world of design," Mau says in the introduction to the exhibition. "It's about the design of the world."

The exhibition doesn't shy away from the controversial — including the promise of more food through the use of genetically-modified plants and animals — but invites visitors to express their views on the issue. The flag-carrier for Massive Change is a naked chicken which has been bred to thrive in hot countries where feathers cause overheating.

The exhibit is on display until May 29. Go to the news section of [www.georgebrown.ca](http://www.georgebrown.ca) for details, and follow the links for information about the college's Institute without Boundaries program.

## Hard work, determination pays off for KPI's (continued from page 1)

The increase in satisfaction among students can be attributed to a number of factors, said Michael Cooke, VP of Academic Excellence, such as:

- The introduction of the one-stop student centre at St. James and Casa Loma;
- The introduction of the one-stop service centre at the St. James Learning Commons;
- Professional development opportunities for faculty provided by Staff Development, LIAD and the focus on academic excellence;
- The Student Success project in Business; and
- Communication initiatives such as Ask George, the President's column in Dialog (the student newspaper), student focus groups related to the Academic Strategy and e-newsletters directed at students.

These actions and initiatives came out of three items outlined by college president Anne Sado last year — understand root causes of dissatisfaction and determine what

and how to improve; complete the Academic Strategy work; and continue the evolution of the Student Life Cycle initiative.

"Anne provided strong and consistent leadership on these priorities to the management committee and they in turn did so with their respective teams," Cooke said. "I think there was a sustained, focused attention on a defined set of key actions."

While the college can be proud of this success, it should only be taken as an indication of what it is capable of achieving if it continues to improve the student experience, said Sado.

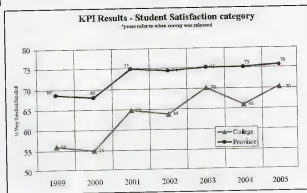
Going forward, the college will focus on a number of initiatives including:

- The implementation of the Academic Strategy to improve the classroom experience;
- The continuation of new

projects that serve to enrich the student experience outside the classroom;

- Increased two-way communication between the college and the students; and
- The improvement and expansion of online services and online learning.

The results of this year's survey can be viewed at <http://insite> under the Academic Excellence section.



## Spring reading gets creative juices flowing



The audience listens attentively to Randy Brown as he reads from his novel.

George Brown College's creative writing students, teachers, staff, closet writers and literary fans gathered at Nicholas Hoare Books on the evening of April 13 to hear the work of published George Brown authors Jonathan Bennett, Caro Soles, K.I. Press, Randy Brown, Maureen Hynes, Scott Gardiner and Phil Hall.

The evening was a great mixture of fiction, poetry, food, and lively discussions about writing. George Brown PEN Lecturer-in-Residence Aaron Berhane was in the crowd, as was retired Continuing Education Co-ordinator Peggy Needham, who helped run the creative writing courses for many years.

Some highlights of the evening include: Poet Phil Hall demonstrating how to catch a gopher with a wire coat hanger; Jonathan Bennett surprising all those who hadn't read his book with a short story in which a body suddenly falls from the sky while the protagonist is shopping for shoes; and Caro Soles delivering an enthusiastic reading despite suffering from a cold.

The reading was organized by Continuing Education's Chair of Liberal Studies Lynne Kurylo, who is excited about making George Brown an active participant in downtown Toronto culture.

A new series of courses called City Life, Urban Learning, launched this spring, takes Continuing Education students into Toronto's theatres and art galleries. Lynne also spearheaded the campaign to make George Brown's St. James campus part of Doors Open Toronto, a celebration of the city's architectural treasures.

In case you missed this event, here's a look at the main characters:

- Scott Gardiner teaches Expressive Writing. His novel is *The Dominion of Wyley McFadden*.
- Caro Soles teaches *A Novel Idea: How to Start Writing Your Novel, After Chapter 1: How to Develop Your Novel and After the Final Chapter: Getting Published*. Her novels include *The Tangled Boy*.
- Jonathan Bennett teaches Creating Short Stories and Expressive Writing. His books include the short story collection *Verandah People*.
- Randy Brown teaches Writing in the Gallery, From Theatre Goer to Theatre Critic and Expressive Writing.
- Phil Hall teaches the Poetry Workshop. His book *Trouble Sleeping* was shortlisted for the Governor General's Award for Poetry.
- Maureen Hynes is the Co-ordinator of George Brown's School of Labour. Her first book, *Rough Skin*, won the Gerald Lampert Award for the best first book of poetry in Canada.
- K.I. Press is Communications Co-ordinator for the Centre for Continuous Learning. Her most recent book of poetry is *Spine*.

## PEN Lecturer-in-Residence shares thoughts about George Brown

Guest Columnist: Aaron Berhane

As a positive-minded person, I always see the hopeful side of life. No matter where it tries to hide, I look for it and I see it.

But it has been a really long time since I have seen a clear image of hope that can help cure the world. People seek their own happiness at the expense of others. Selfishness disrupts the peace of the world. Most of us look for someone else to come up with a solution.

But the students of George Brown College seem different; they seem ready to take the first steps towards hope and a better world.

When I came in February, I didn't expect the students would be interested in listening to what is going on in Eritrea, Africa or in other parts of the world but I was wrong. The students bombarded me with questions to broaden the horizons of their knowledge.

I asked myself, how did the students become interested in other continents? What motivates them to search for a solution to the world's problems? Is it the curriculum, the college-wide acceptance of minorities, the broad-minded professors or the multi-ethnic atmosphere of the classes? Probably all of these reasons are interconnected.

A student, who attended my speech, came up to thank me afterwards.

"I've been seeing a counsellor for about a year to get rid of my problems. But, except for temporary relief, I was never able to get peace of mind. Suddenly now I feel so good," she said with a broad smile.

"What did I say that could boost your morale?" I asked.

"Hearing your story made me realize how self-centred I am with my own problems, and how insignificant those problems really are. It's a great inspiration. I feel like I don't need to see my counsellor from now on."

By sponsoring a PEN Lecturer-in-Residence, the college exposes its students to a new experience, and enriches their understanding of refugees and minorities. Once they graduate, they will leave the college armed with a greater awareness and perhaps, a greater sense of morality.

Moreover, George Brown is playing a leading role in integrating writers and journalists into Canadian society. I am getting personal satisfaction for doing something worthy rather than seeing my professional skills deteriorate by working at odd jobs.

I am acquiring the experience of working with people from other backgrounds and cultures. Due to my day-to-day contact with management and professors, I'm being provided with access to information and knowledge about Canadian society related to my own and other professions.

George Brown is my mentor and guide in the Canadian workplace and society at large.



George Brown's Baking and Pastry Arts students and Advanced Level Patisserie apprentices took chocolate to a whole new level at the Lindt & Sprüngli Sponsored Student Competition on April 19. This chocolate space ship, made by Cynthia Leung, Alice Starkey, Megumi Matsumoto and Alice Tang, took first prize in the Patisserie category. More photos of their mouthwatering creations are at [www.georgebrown.ca/chefschoollnews\\_lindt.html](http://www.georgebrown.ca/chefschoollnews_lindt.html).

were introduced to new cooking techniques, innovative ways to get kids into healthy eating habits, and the latest gadgets and products. "It's nice to get all this information, meet suppliers and other child care cooks. We get to share experiences and get feedback," said Gina McKenzie from Downtown Montessori.



This Pantry Challenge judge does her chef hat and a milk moustache as she digs in to the delicious food prepared by the Child Care Cook competitors. More photos can be found at [www.georgebrown.ca/earlychildhood/ChildCareConference2005/index.html](http://www.georgebrown.ca/earlychildhood/ChildCareConference2005/index.html).

■ The cooks who participated in the 5th annual **Child Care Cooks** Conference, held on April 21 and 22, impressed their toughest critics during the popular Pantry Challenge workshop. Children from the college child care centres judged the lunchtime spread prepared by teams of participants and chefs John Higgins and Dennis Lawson offered their critique and compliments to the cooks. The conference, hosted by the **Centre for Early Childhood Development** and the **Centre for Hospitality and Tourism**, is held to provide professional development to those responsible for the daily nutrition of hundreds of young children. Through workshops and exhibitor displays, more than 100 participants

■ Inspired by Stephen Lewis' valiant battle against HIV/AIDS in Africa, a group of second-year **Registered Practical Nursing** students raised \$2,000 for the Stephen Lewis Foundation with their compelling play, *Callaloo*. The students, led by professor **Anne MacKenzie-Rivers**, held performances for audiences at St. James and Casa Loma throughout April. Using a powerful mixture of music, dance, pantomime, and narrative, *Callaloo* breathed life into the personal stories and struggles of individuals coping with HIV/AIDS in Canada, China,

and Africa. The play was named after an African and Caribbean dish made with a wide variety of vegetables — symbolizing the multi-cultural context of the production.

■ **Deaf & Hard of Hearing Services** hosted a presentation by Peter Stelmachovich on "Dogs and Devices: Our Best Friends" on Wednesday, March 30. Stelmachovich, product manager at Phonak Canada, a hearing systems company, shared his story of learning to live with a hearing impairment with students who attended and demonstrated a variety of devices that individuals with hearing loss can use to help them cope. He also brought along Amy, his hearing ear dog.



Peter Stelmachovich speaks to students about living with hearing loss as Amy, his hearing ear dog, watches him intently.

## UPCOMING EVENTS

### You are Here Photography Exhibit

April 29 to May 31  
Part of CONTACT, the city-wide annual photography festival, *You are Here* will showcase the work of photographers Ruth Skinner (an Information Specialist at Casa Loma), Krista Ellis and Jason Leizer (graduates of George Brown's ConEd photography certificate program), and Rupert Lazarus. The exhibit will be displayed in the main lobby of St. James campus. For more information, go to [www.contactphoto.com](http://www.contactphoto.com).

### Doors Open Toronto

May 28, 10 a.m. to 4 p.m.  
For the first time, George Brown College's St. James campus will be part of Doors Open Toronto, a celebration of Toronto's culturally or architecturally significant buildings. The college's main building was built in 1874 as the Christie, Brown and Co. biscuit factory, and its beautiful exterior brickwork and arched windows have been preserved. Come down for a guided tour including a slide show about the college's history.

### Convocation 2005

Various dates and times  
The 2005 Convocation ceremonies will take place on June 13, 14 and 15 at the Hummingbird Centre for the Performing Arts, 1 Front St. E. Please go to [www.georgebrown.ca/Admin/Registr/gradinfo.html#maincontent](http://www.georgebrown.ca/Admin/Registr/gradinfo.html#maincontent) for specific dates and times.

### Safe Walk Program

Please note that the Safe Walk Program's season has come to an end. This service will resume again in September.



# Tech in the City highlights important role of skilled trades, technology

"My generation doesn't necessarily see the trades as a part of post-secondary education," said the Hon. Mary Anne Chambers, Minister of Training, Colleges and Universities to a room full of guidance counsellors, industry speakers and members of the college. "How wrong we are."

With every Tech in the City event, the Faculty of Technology and George Brown

College shows middle and high school students, teachers, guidance counsellors, parents and the general public that focusing on the skilled trades and technology is a step in the right direction.

"Technology is playing an increasingly important role in the skilled trades. George Brown has kept up with the changing times," Chambers said during

Tech in the City's panel discussion on the new breed of technology leaders.

The construction and technology industries will be facing a shortage of professionals as the bulk of current employees approach the retirement age in the next five to 10 years. Tech in the City serves to educate young students, their parents and guidance counsellors about

the myriad of career options in these exciting and expanding sectors.

Different components and features of this mammoth event help to dispel myths and stereotypes about construction and technology, give exposure to little-known career paths, and provide the most up-to-date view on the construction and technology sectors.



## High School Competitions

Micromania was just one of 12 competitions open to teams of high school students from across the GTA. About 150 students participated in challenges ranging from carpentry and masonry to mathematics and website creation. Industry experts and media personalities were asked to judge the work of the students and choose the top three teams in each competition. The prize for each member of the winning team was first-year tuition awards.



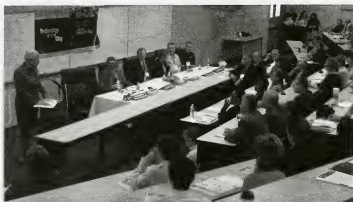
## Campus Tours

A George Brown student demonstrates some restoration/construction techniques to a group of middle school students during their tour of the Casa Loma campus. More than 500 students from elementary and high school went through the labs, workshops, classrooms and student service facilities to get a glimpse of what college campus life is all about.



## GBC Student Inventions

Jennifer Valentine, host of Breakfast Television's LiveEye, takes a ride on the "automated tool box" made by George Brown students Kris Dutkiewicz, Harjinder Verdi, and Thanh Thu. Current students were demonstrating their own inventions, like the Robo-Mop, the Ultimate Climber and the Flashing Bicycle, to visitors of Tech in the City throughout the day.



## Panel Discussion on Leading the Way: A New Breed of Technology Professionals

The Hon. Mary Anne Chambers, Minister of Training, Colleges and Universities, addresses about 50 guidance counsellors and other guests during the Tech in the City panel discussion on what it takes to be a leader in today's technology and construction fields and how guidance counsellors can advise interested students. Other speakers included Mary Lawson, President, Canadian Home Builders' Association and VP and General Manager, Dalerose Homes; Geoffrey Smith, President and CEO, EllisDon Corporation; Jeffrey Timms, Vice President, Siemens Logistics and Assembly Systems; Lynn Nagle, Senior Vice-President, Technology and Knowledge Management, Mount Sinai Hospital and President, Canadian Nursing Informatics Association; and George Brown graduates Walter Whitelaw and Mark Mossales. Three major announcements were made at the end of the panel discussion — the launch of the new bachelor's degree in Construction Science and Management, the launch of the Mattamy Homes Certificate and the first winners of the James C. Mackay Scholarship.

## Spring / Summer Renovations

The Facilities Management department is pleased to announce a number of Spring/Summer renovations and construction projects that will be getting underway at both campuses shortly.

### CORPORATE PROJECTS

College wide	classroom upgrades
200 King St.	Office of Advancement
300 Adelaide St.	Passion Project
300 Adelaide St.	Interactive Lab (Room 250)
300 Adelaide St.	faculty offices, 2nd floor
160 Kendal Ave.	enclosure of external workshop
175 Kendal Ave.	basement retrofit (ICORE)
500 MacPherson Ave.	HR offices and corridors
College wide	classroom furniture
200 King St.	patio furniture
160 Kendal Ave.	Health Information Management / IT
160 Kendal Ave.	Learning Resources Centre
160 Kendal Ave.	Integrated Controls lab
160 Kendal Ave.	Building Controls and Auto Centre
160 Kendal Ave.	Precision Technology Centre
160 Kendal Ave.	Student Services Centre (phase 2)

### MAINTENANCE PROJECTS

200 King St.	basement leaks
200 King St., 300 Adelaide St., 160 & 175 Kendal Ave., 1 Dartnell Ave., 500 MacPherson Ave.	air balancing
200 King St., 300 Adelaide St., 160 & 175 Kendal Ave., 1 Dartnell Ave.	classroom painting
200 King St., 160 Kendal Ave.	two-stage fire alarm system
200 King St., 500 MacPherson Ave.	window replacement
200 King St., 160 Kendal Ave.	acoustics panel, café
1 Dartnell Ave.	washroom upgrades, 3rd floor
200 King St., 300 Adelaide St., 160 Kendal Ave.	elevator upgrades
160 Kendal Ave.	roof and wall leaks
College wide	touch-up painting
160 Kendal Ave.	exterior painting
Staff parking lot at Casa Loma	asphalt